Seattle Communities Online Project
Web Presence Scale for Community Groups

Level 1	Level 2	Level 3	Level 4
• traditional website • minimal updating of content, or out-of-date content • volunteer-run • no user-generated content • no use of outside consultant for web design	• traditional website or blog/wiki • able to manage and add current content • active volunteer or very small paid staff • own domain name • ability for users to sign up online for email newsletters or email groups • point of contact	• 2 or more levels of web-presence (traditional website, blog, wiki, facebook page) • frequently updated content • paid or designated staff or volunteers for web content updating • user-generated content • dynamic content • large website size (20 or more pages)	• linked to database or a customer relationship management tool (ex. salesforce) • complex sites use Content Management System (CMS) • resources to implement and maintain CMS • large website size (50 or more pages) • capability to receive online payments • output for cell access (texting capability) – creating equity • mobile-enabled site

Highlights from Seattle Survey of Web Tool Use by Neighborhood & Community Groups

As of 12-2009
- Approximately 244 web tools in use by 227 "organizations"
  - 64 blogs (41 independent/ commercial "newsblogs")
  - 20 email lists
  - 11 facebook pages
  - 140 websites
  - 9 wikis
- 114 groups/organizations at a Level 1 Capacity
- Email lists difficult to find through online searches (actual number of email lists is likely much higher than survey indicates)
- Includes small sample of Immigrant and Refugee nonprofit groups